

MO230

2071419450

Interview.

May 13, 1997

Wendy Marin
PHILIP MORRIS
120 Park Avenue
New York, NY 10017

Dear Wendy,

RE: PRESENTING 1997's INTERVIEW SUBSCRIBER STUDY ...

The results are tabulated and the newest 1997 demographics of the INTERVIEW reader are fabulous.

With your special interest being **PHILIP MORRIS** and "age" being a foremost concern, the good news is that our:

- Under 18...is only 7% and our
- 21 years +...is 90%.

See the attached READER STUDY for the complete story and hope you love these numbers as much as we do. As always, thank you for **PHILIP MORRIS'** generous support.

Best wishes,



Jane Friedman
Spirits & Tobacco Manager

2071419451